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1-16. (withdrawn)

17. (currently amended) A method of content delivery operative in a content delivery network on behalf of participating content providers, the content delivery network managed by a content delivery network service provider and comprising a plurality of content servers and a domain name service, and wherein participating content providers identify given content to be delivered over the content delivery network, comprising:

associating a content provider domain or subdomain with a domain managed by the content delivery network service provider so that DNS queries to the content provider domain or subdomain are resolved by the content delivery network domain name service;

for a given piece of content identified by a participating content provider, specifying, ~~as metadata~~, a given content control ~~requirement~~ to be applied to the given piece of content when prior to serving the given piece of content is served from the content delivery network, wherein the given content control is one of: (i) first data for specifying whether the given piece of content is to be cached at a content server in the content delivery network and, if so, for how long, (ii) second data identifying a domain of a server from which an instance of the given piece of content can be retrieved, and (ii) third data for associating the given piece of content with a given participating content provider for accounting purposes;

communicating the ~~metadata~~ given content control for the given piece of content to the plurality of content servers;

resolving a DNS query to the content provider domain or subdomain to an IP address associated with a given content server in the plurality of content servers, wherein the DNS query is resolved by the content delivery network domain name service using the domain managed by the content delivery network service provider in lieu of the content provider domain or subdomain; and

at the given content server of the plurality of content servers, receiving a request for the given piece of content, determining whether a participating content provider has specified a content control ~~requirement~~ for the given piece of content and, if so, applying

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the given content control ~~requirement specified in the metadata~~ prior to serving the given piece of content from the given content server.

18. (previously presented) The method as described in Claim 17 wherein the content provider domain or subdomain is associated with the domain managed by the content delivery network service provider through a DNS canonical name.

19. (currently amended) The method as described in Claim 17 wherein the ~~metadata~~ given content control is communicated to the plurality of content servers in a header.

20. (currently amended) The method as described in Claim 17 wherein the ~~metadata~~ given content control is communicated to the plurality of content servers in a configuration file.

21. (previously presented) The method as described in Claim 20 wherein the configuration file is provisioned via an extranet application.

22. (first occurrence, currently amended) The method as described in Claim 17 wherein the given content control ~~requirement~~ includes (iv) fourth data that enforces a given authentication method or a given access control method.

22. (second occurrence, cancelled)

23. (currently amended) The method as described in Claim 17 wherein the ~~metadata~~ given content control is a request metadata component.

24. (currently amended) The method as described in Claim 17 wherein the ~~metadata~~ given content control is a response metadata component.

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25. (currently amended) A method of content delivery operative in a content delivery network on behalf of participating content providers, the content delivery network managed by a content delivery network service provider and comprising a plurality of content servers and a domain name service, and wherein participating content providers identify given content to be delivered over the content delivery network, comprising:

aliasing a content provider domain to a domain managed by the content delivery network service provider so that DNS queries to the content provider domain are resolved by the content delivery network domain name service, wherein the content provider domain is part of a URL identifying a given piece of content published by the participating content provider;

for the given piece of content identified by a participating content provider, specifying, ~~as metadata, a given content control requirement to be applied to the given piece of content when prior to serving the given piece of content is served~~ from the content delivery network, wherein the given content control is one of: (i) first data for specifying whether the given piece of content is to be cached at a content server in the content delivery network and, if so, for how long, (ii) second data identifying a domain of a server from which an instance of the given piece of content can be retrieved, and (ii) third data for associating the given piece of content with a given participating content provider for accounting purposes;

resolving a DNS query to the content provider domain to an IP address associated with a given content server in the plurality of content servers, wherein the DNS query is resolved by the content delivery network domain name service using the domain managed by the content delivery network service provider in lieu of the content provider domain; and

at the given content server of the plurality of content servers, receiving a request for the given piece of content, determining whether a participating content provider has specified a content control ~~requirement~~ for the given piece of content and, if so, applying the given content control ~~requirement specified in the metadata~~ prior to serving the given piece of content from the given content server.

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26. (currently amended) The method as described in Claim 25 further including the step of communicating the ~~metadata~~ given content control to the plurality of content servers.

27. (currently amended) The method as described in Claim 26 wherein the metadata given content control is communicated to the plurality of content servers via a configuration file.

28. (currently amended) The method as described in Claim 25 wherein the ~~given content control requirement~~ includes (iv) fourth data that invokes a security mechanism.

29. (previously presented) The method as described in Claim 25 wherein the given piece of content is one of: a markup language page, an embedded object of a markup language page, a media file, and a software download.

30. (previously presented) The method as described in Claim 17 wherein the given piece of content is one of: a markup language page, an embedded object of a markup language page, a media file, and a software download.

31. (previously presented) The method as described in Claim 25 wherein the step of aliasing uses a DNS canonical name (CNAME).

32. (currently amended) The method as described in Claim 17 wherein the metadata given content control is communicated to the plurality of content servers in one of: a request string, a header, and a configuration file.

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33. (currently amended) A method of content delivery operative in a content delivery network on behalf of participating content providers, the content delivery network comprising a plurality of content servers and a domain name service (DNS), and wherein a participating content provider identifies given content to be delivered over the content delivery network by aliasing a content provider domain or subdomain to a domain managed by a content delivery network service provider so that DNS queries to the content provider domain or subdomain are resolved by the content delivery network domain name service, comprising:

for a given piece of content, specifying, ~~as metadata~~, a given content control requirement to be ~~applied to~~ associated with the given piece of content ~~when prior to serving the given piece of content is served~~ from the content delivery network, wherein the given content control is one of: (i) first data for specifying whether the given piece of content is to be cached at a content server in the content delivery network and, if so, for how long, (ii) second data identifying a domain of a server from which an instance of the given piece of content can be retrieved, and (ii) third data for associating the given piece of content with a given participating content provider for accounting purposes;

communicating the ~~metadata~~ given content control for the given piece of content to the plurality of content servers in the content delivery network;

resolving a DNS query to the content provider domain or subdomain to an IP address associated with a given content server in the plurality of content servers by having the content delivery network domain name service resolve the domain managed by the content delivery network service provider in lieu of the content provider domain or subdomain;

at the given content server of the plurality of content servers, receiving a request for the given piece of content and ~~applying~~ associating the given content control requirement ~~specified in the metadata~~; and

serving the given piece of content from the given content server after the given content control requirement has been ~~applied~~ associated.

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34. (currently amended) The method as described in Claim 33 wherein the metadata given content control is communicated to the plurality of content servers in the content delivery network by one of: a request string, a header, and a configuration file.

35. (previously presented) The method as described in Claim 34 wherein the configuration file is provisioned via an extranet application.

36. (currently amended) The method as described in Claim 33 wherein the given content control requirement includes (iv) fourth data that enforces a given authentication method.

37. (currently amended) The method as described in Claim 33 wherein the given content control requirement includes (iv) fourth data that enforces a given access control method.

38. (currently amended) The method as described in Claim 33 wherein the given content control requirement includes (iv) fourth data that invokes a security mechanism.

39. (previously presented) The method as described in Claim 33 wherein the given piece of content is one of: a markup language page, an embedded object of a markup language page, a streaming media file, and a software download.

40. (new) The method as described in Claim 17 wherein the step of determining whether the participating content provider has specified a content control for the given piece of content includes:

receiving at the given content server given information associated with the request for the given piece of content; and

determining whether the given information is associated with a content control located within a set of content controls stored at the given content server.

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41. (new) The method as described in Claim 25 wherein the step of determining whether the participating content provider has specified a content control for the given piece of content includes:

receiving at the given content server a host header associated with the request for the given piece of content; and

determining whether a string in the host header is associated with a content control located within a set of content controls stored at the given content server.

42. (new) The method as described in Claim 33 further including determining whether the participating content provider has specified a content control for the given piece of content.

43. (new) The method as described in Claim 42 wherein the step of determining whether the participating content provider has specified a content control for the given piece of content includes:

receiving at the given content server a host header associated with the request for the given piece of content; and

determining whether a string in the host header is associated with a content control located within a set of content controls stored at the given content server.